WHAT IS CLAIMED IS:

1. A display apparatus, comprising:

a display panel;

a chassis comprising a base that supports the display panel, the chassis further comprising a flange formed along an upper edge of the base and arranged to prevent the base from bending, the flange being perforated by a hole;

a printed circuit board with parts mounted thereon, the printed circuit board being mounted on the base of the chassis and being adapted to drive the display panel; and

a case accommodating the display panel, the chassis, and the printed circuit board.

2. The display apparatus of claim 1, the case being perforated by a plurality of air inlet holes in a rear lower portion and a plurality of air outlet holes in a rear upper portion.

3. The display apparatus of claim 1, the flange being perforated by a plurality of air passage holes.

4. The display apparatus of claim 1, the hole perforating the flange being rectangular in shape.

5. The display apparatus of claim 1, the hole perforating the flange being elliptical in shape.

6. The display apparatus of claim 1, the chassis further comprising a reinforcing rib.

7. The display apparatus of claim 1, wherein the base and the flange of the chassis are formed as a single integrated monolithic unit.

8. The display apparatus of claim 2, the hole perforating the flange being in operational relationship with the plurality of air outlet holes perforating the case.

9. The display apparatus of claim 2, the air inlet holes and the air outlet holes being on a rear cover of the case, the flange on the chassis being essentially perpendicular to the base of the chassis and extending towards said rear cover.

10. The display apparatus of claim 2, the hole in the flange being near the air outlet holes in the rear cover.

11. The display apparatus of claim 2, the display apparatus being absent of a fan.

12. The display apparatus of claim 2, the display panel being a plasma display panel.

13. The display apparatus of claim 1, the display apparatus further comprising flexible

printed circuits adapted to drive the display.

14. A display apparatus, comprising:

a display panel displaying variable images;

a chassis comprising a base, the base of the chassis supporting the display panel, the chassis further comprising a flange formed along an upper edge of the base, the flange being arranged to prevent the base of the chassis from bending, the flange being perforated by a hole;

a printed circuit board with parts mounted thereon, the printed circuit board being mounted on the base of the chassis, the parts on the printed circuit board being adapted to drive the display panel; and

a case housing the display panel, the chassis, and the printed circuit board, the case having a rear cover perforated by two sets of holes, the hole on the flange being near one of said two sets of holes in said rear cover.

15. The display apparatus of claim 14, the two sets of holes in the rear cover and the hole in the flange of the chassis being arranged to provide less obstruction to convection currents brought about by hot air rising from the printed circuit board and the parts thereon being heated while driving the display panel.

16. The display apparatus of claim 14, the printed circuit board being on a rear side of the chassis base, the display being on a front side of the chassis base, the flange being on a rear side of

the chassis base.

17. The display apparatus of claim 14, the display apparatus being a plasma display.

18. The display apparatus of claim 14, the flange being perforated by a plurality of elliptical-shaped holes along an entire length of the flange.

19. The display apparatus of claim 14, the chassis further comprising a reinforcing rib attached to an end of the flange opposite the base, the reinforcing rib running along an entire length of the flange.

20. The display apparatus of claim 18, the chassis further comprising a reinforcing rib attached to an end of the flange opposite the base, the reinforcing rib running along an entire length of the flange.